



STUDENT AFFAIRS
Campus Recreation
Activities & Recreation Center (ARC), MC-556
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Annual Report FY23

Reporting Period: July 1, 2022 – June 30, 2023



A Message from the Director of Campus Recreation

“I am thrilled to announce that in FY23, we know who we are, and as we step into FY24, we are working to unveil our story, that physical activity, exercise, and recreation are foundations of student wellbeing and must be considered integral to their learning strategy. The purpose and importance of Campus Recreation transcends the realm of the physical. While fiscal year 2022 was a period of reemergence from the gripping clutches of COVID-19, fiscal year 2023 has served as an introspective juncture, an opportunity for deep contemplation, and a chance to embark on strategic planning that will bring clarity, direction, and a renewed focus to University of Illinois Campus Recreation.”

“Staying true to our mission of being “A Place for Everyone”, we consistently place our students at the very heart of our endeavors. Our relentless pursuit of innovation, collaboration, and inclusive opportunities is aimed at defining and enriching their campus experience. By actively seeking feedback through assessment and creatively maximizing the potential of our resources and talented workforce, we have not only achieved extraordinary milestones but also set unprecedented benchmarks and raised the bar for wellbeing at Illinois.”

-Marcus Jackson, Director



Accomplishments and First Time Offerings

Innovation

- Secured a grant for \$65,000 from the National Fitness Campaign to build an outdoor sport court.
- Secured a grant for \$10,000 from the Institute for Sustainability, Energy, and Environment (iSEE).
- Established E-Sport and Virtual Programs under Intramural Sports and hired a student manager to assist with the program. We offered 5 events during the Spring 23 semester that reached 46 unique participants.
- Planned and prepped the first offering of the Active Illini Day Camp which included a programming schedule, curriculum development, building staff structure and training program, writing both a staff and parent handbook, and registering 140 families in the program.
- Fitness Programs offered Small Group Training in the Performance Pods for the first time in FY23 and had 192 participants.
- In preparation to expand water safety training from an internal program to the campus and surrounding communities, aquatics increased number of American Red Cross Risk Management Instructors by 33% (12 in FY22, 18 in FY23)
- Integrated 2 new Club Sports programs which included Dodgeball Club and Disc Golf Club. Club Sports Programs are now up to 42 teams as opposed to 40 in FY22.
- Established meditation and relaxation workshops (8 with 56 participants) offered in the Reflection Room

Collaboration

- Ice Arena developed a risk management training for 27 KINES instructors that was 3-hours (1-hour with athletic trainer, 1-hour with counseling center, 1-hour reviewing Campus Recreation Emergency Action Plan and risk management)
- Intramural Sports collaborated to offer 12 new programs with Fitness Programs (Fittest Illini), Student Wellness (Cook Off), Adventure Recreation (Boulder League), Aquatics, Ice Arena (Hockey), and the Illini Rec Room (Bowling)
- Student Wellness piloted Wellness Coaching services through an academic partnership with Kinesiology and Community Health. We developed a single semester internship and 8-module canvas-based training course that prepared 5-student interns to work as wellness coaches.
- Student Wellness facilitated James Scholar projects for 12-students to write articles for CampusWell. Each student wrote three wellness articles (variety of topics) and received editorial feedback. A total of 15-articles were published to CampusWell.
- Headed by the Campus Recreation marketing team, the Illini Wellness newsletter was created, launched, and sent 4 times over the course of the academic year to all fee-paying undergraduate students. The newsletter had an average open rate of 42%



(industry standard is around 30%) and click rate of 3.5% (industry standard is around 2%).

Leadership

- The Campus Recreation Facility Survey project received the Outstanding Assessment Award from Student Affairs.
- Aquatics received the American Red Cross “Top Training Provider” award for the third consecutive year.

Student Experience

- We offered the Future’s so Bright 5K for the third consecutive year and had 247 participants as compared to 199 in FY21. The entirety of the proceeds go to the Tony Clements Scholarship for students.
- In an effort to increase staff retention, we held 10-student staff appreciation events throughout the academic year, with an average attendance of 30% (, culminating in the, ‘End of Year Cookout’ where we celebrated 157 graduating seniors and 34 departmental award winners.
- Redesigned and reconfigured point of sale system to include a POS station at the center desk in the main entrance to assist with memberships and guest pass sales.
- Completed 57 Customer Service Assistant baseline performance evaluation instruments during the spring semester. The two themes that emerged were deficiencies in selling short-term memberships (28) and multi-visit passes (28). Additional training has been developed.
- Fitness Programs focused on student development in FY23 by implementing four upskill training workshops.
- Personal Trainer recruitment and training were amplified, and the team grew from 22 in FY22 to 40 in FY23.
- Successfully completed annual university Hazard Communication (HAZCOM) inspection with zero corrections recommended to our standard operating procedures across all Campus Recreation operating facilities.
- Implemented the sale of short-term memberships in place of selling them as a day pass. We sold over 22 short-term memberships resulting in \$1,100 in sales.
- The aquatics leadership team was able to successfully pilot and execute staff committees in the spring of 2023 to provide innovative opportunities for staff to be involved in decision-making and contribute toward a positive working environment.
- Hosted 7 Club Sports Tournaments in Campus Recreation Facilities with a total of 30+ Universities and 1,200 students in attendance. Clubs included Badminton, Underwater Hockey, Men's Volleyball twice, Women's Volleyball, Women's Water Polo, Climbing Club, and Triathlon team. Compared to 5 club sports tournaments/events from FY22.
- Created positions for Community Programs staff - hiring 27 employees. 2 Camp Coordinators, 8 Group Leads, and 17 Camp Counselors.



Inclusion

- The Food Assistance and Wellbeing Program worked to develop resources and a process for campus groups to facilitate food drives as a means of securing high need items and engaging the campus community in food security efforts. In FY23 we partnered with Business Living Learning Community (BLLC) for the most successful drive to date, 203lbs of food donated in the month of March (14.5 times greater donations than seen previously).
- Fitness programs introduced a scholarship (5) to cover the cost of a student's certification with LesMills.

Key Performance Metrics by Program Area

Adventure Recreation offered several clinics in FY23; Climbing 101 (62-participants; 8-clinics; 53% capacity), Top Rope Belay (60-participants, 11-clinics, 45% capacity), Lead Climbing (24-participants, 5-clinics, 39% capacity) and Youth Climbing (58-participants, 7-clinics, 75% capacity).

Aquatics, Learn to Swim program has continued to see outstanding participation. Fall (412; capacity 82.4%), Spring (449; 80.8%). Aquatics hosted 4-certification course types; Lifeguard Instructor Training, Lifeguard Certification, Lifeguard Instructor Review, and the Lifeguard Instructor Trainer Review Course with 24 participants in the fall semester and 14 in the spring. In the fall semester (ARC pool, CRCE pool, Outdoor pool) there were a total of 17,117 open rec swim participants and in the spring semester there were 15,680.

Camps, the Active Illini Day Camp was offered for the first time with registration occurring during FY23 and most of the camp program occurring during FY24. Performance metrics will be shared in the annual report for FY24 when we have a full data set.

Campus Bike Center, the Campus Bike Center sold a total of 153-memberships for the fall and had a total of 852 visits. In the spring 45 memberships were sold and there were 479 visitors.

Club Sports, in the fall semester there were a total of 40 clubs served with 2098 participants that engaged in 1947 practice hours. In the spring There were 42 clubs served with a total of 2,256 participants that engaged in 1,684 total practice hours.

Events and Reservations, had 13,082 reservations with a total of 39,369 hours of usage. Reservation break-down by group was RSO's made 1467, University Departments 3067, and Community was 754. Indoor facility rental revenue was \$181,169 and outdoor was \$17,232 (**excludes May and June as they have not been processed at this time*).

Fitness Programs, Group Fitness and Personal Training at Campus Recreation have seen exponential growth in FY23. A total of 270 annual passes (300% increase from FY22) and 1,457 semester passes (714% increase from FY22) were sold. Personal Training sold 249 ten-pack sessions this year (153% increase from FY 21/22) and 122 single sessions (283% increase from FY 21/22).



Ice Arena offered several programs in the fall session: rat hockey had 446 participants, Stick and Puck had 260 participants and Freestyle 645. Learn to Skate had 362 participants (54% average capacity utilization). In the winter session Learn to Skate had 103 participants (48% capacity utilization). In the spring semester the ice arena reestablished intramural hockey (110 participants) and a total of 18-games as compared to 43-games in 2019 and the rat hockey league (50 participants; 46 men, 4 women, 45 community/ faculty/ staff and 5 Illinois Students. Learn to Skate had a total of 284 participants (61% capacity utilization).

Intramural Sports hosted 3,539 scheduled games and reached 5,206 unique participants. There were 3455 memberships sold in the fall semester. There were 9 sports and 23 leagues offered (10 men's, 10 women's, 18 corec). Capacity utilization metrics by gender: coed leagues averaged 80%, men's leagues averaged 81%, and women's leagues averaged 65%. In the spring semester 3,725 memberships were sold. There were 14 sports and 33 leagues offered (3 by level, 4 open, 10 corec, 8 men's, 8 women's).

Marketing had a total of 142,636 visits between August 22, 2022, and December 16, 2022. Social media accounts: facebook impressions; 62,583, and reactions, 1,187; Twitter impressions 109,757 and likes 551; Instagram impression 174,700 and likes 2,868. Marketing completed a total of 142 marketing projects. In the spring we had 406,000 visits to the website. Social media accounts: facebook impressions; 31,072 and reactions 271; twitter 23,804 impressions and likes 41; Instagram impressions, 153,418 and likes 2,886. Marketing completed a total of 97 projects and added youth camp as a service area.

Member Services offered a total of 20 different membership types and sold a total of 2975 memberships in addition to the fee-paying student memberships, 49172. Student summer memberships were the second most purchased membership with 902 followed closely by faculty/staff at 831.

Open Recreation, facility assistants admitted 946,112 visitors to Campus Recreation facilities between July 1, 2022, and June 30th, 2023, and of these total visits, 32,262 were unique visits. The total visits represent an increase of 10% as compared to FY22 which saw 847,447 visitors. The largest user group by college was LAS, followed by ENG as second and GIES College of Business third. Usage by class standing saw 5,662 Freshmen, 8,476 Sophomore, 8,818 Juniors, 10,579 Seniors and 8,138 graduate students, for a total of 41,673 Illinois Students which represents 74% of the reported student enrollment of 56,644 in fall of 2022. (See Appendix A)

Outreach and Sponsorship coordinated the annual welcome week event for incoming students, Illini Frenzy. There were over 4000 attendees. Sponsorship had 35 business partnerships, 27 University department digital sign partnerships and 9 RSO digital sign partnerships.

Risk Management, there were 471 staff certified in First Aid/ CPR and AED and 647 in Blood Borne Pathogens. The Assistant Director for Risk Management implemented, "Cody's Corner", a once monthly in-service training for professional staff reviewing Emergency Action Plans and Risk Management Procedures.



Student Development & Human Resources, in fall 2022 (7/1 – 12/30) Campus Recreation employed 786 part-time staff and had 219 part-time staff discontinue employment. In spring 2023 (1/1 – 5/15) Campus Recreation employed 852 part-time staff and had 114 part-time staff discontinue employment.

Student Wellness, in the fall semester the instructional kitchen hosted 16 cooking classes and had 259 participants (81% capacity utilization). Student Wellness hosted 3 wellness workshops with 30 participants (75% capacity utilization). There were 698 (199 unique) visits to the Food Assistance and Wellbeing Program. In the spring semester the instructional kitchen hosted 13 cooking classes and had 238 participants (92% capacity utilization). Student Wellness hosted 4 wellness workshops with 38 participants (95% capacity utilization). There were 929 visits to the Food Assistance and Wellbeing Program (237 unique).

Assessment

Department Wide Assessment Project

Project 1. The Campus Recreation Facility Survey was administered to a random sample of 5,000 students who were registered for 6 or more credit hours, and who were not enrolled in online programs. The response rate was high enough to assume a 6% +/- margin of error. Students indicated high levels of satisfaction with all Campus Recreation facilities (70-84% of respondents said they were Very Satisfied or Satisfied). When asked if they would prefer to incur a fee increase and have the ice arena renovated, students were in favor of changing the ice arena to a multi-purpose court and 28% of respondents were not interested in any options after the introduction of fee increases. (See Appendix B)

Project 2. Student Employment Transferrable Skills survey (CAS Standards) is forwarded to students within 30-days of hire and again at 6-months of employment to determine the potential impact(s) of Campus Recreation employment on career readiness. This was the first year of the project and we are beginning to see a trend in perceived improvements in communication and leadership. This will be a longitudinal project and will require years of collection before we see significance.

Project 3. New Strength and Conditioning Facility Satisfaction survey had 83 responses with 76% of respondents reported that they were satisfied or very satisfied with the updates. When asked if they could make any additional changes, they suggested that the basement continue to serve as a space for resistance training (10 of 16 qualitative responses). This informed a communications plan that shared the mock-ups for the basement renovation project. The basement reopened as a resistance training space in January 2023.

Project 4. The *Food Assistance & Wellbeing Program* partnered with the Prescott Lab in FSHN College of ACES to conduct an evaluation of the potential impact of the program on Nutrition Security (See Appendix C). Findings included a reduction in dietary quality when we failed to prioritize stocking of dairy and produce, and distribution guidelines may be a social norming influence, but they did support nutrition security while honoring food preferences.

Individual Program Area Assessment Projects

- 1) Learning Outcomes Assessment



- Instructional Kitchen Cooking Classes
- 2) General Program Satisfaction
 - Group Fitness Class Satisfaction Survey (Spring)
 - Ladies Who Lift (Fall and Spring)
 - Food Assistance and Wellbeing Program Satisfaction (full academic year)
- 3) New Program Evaluation
 - Boulder League (Fall)
 - Meditation and Relaxation Workshops (Fall and Spring)
 - Personal Trainer Upskill Workshops (Fall and Spring)
- 4) Staff Development
 - Instructional Kitchen Learning Outcomes Assessment Training Modules (ongoing)
 - Upskill Training Workshops Fitness Programs (Fall and Spring)
 - Aquatics Inservice Evaluation (Spring)
 - Newly Promoted Head Guard Feedback (Spring)
 - Head Guard Small Group Feedback (Spring)
 - Student Wellness Staff Training Learning Outcomes (Fall)

Diversity, Equity, and Inclusion

To foster awareness and development in this area we engaged in diversity dialogue workshops through an open invitation to professional staff (see goals progress below)

New programmatic offerings and facility changes

- Paradox climb
 - Is an awareness building program that allows participants to experience climbing through different abilities.
 - In partnership with the Illinois Climbing Club we raised awareness and collected funding to make the equipment and training resources available at Illinois
 - <https://paradoxsports.salsalabs.org/pdxmileuiuc2022/index.html>
- Laura Rice, Ph.D KCH and graduate student Rebecca Yarnot
 - Conducting dissertation work to develop training resources for fitness instructors and personal trainers to accommodate participants with a variety of abilities.
 - Currently in evaluation and audit phase of existing facilities and training to inform development.
- Accessible equipment and services for students we have purchased the Cybex Prestige All Access Equipment Line (14 pieces of strength equipment for all users with adaptive function)

Facility Projects (*excluding ongoing maintenance)

- Completion of the conversion of Gym 4 basketball courts to a Strength and Conditioning Space (ARC)
- Purchase of over \$300,000 in new fitness and exercise equipment



- Renovation to the basement of the ARC to a functional fitness space.
- Completion of the conversion of the Winter Garden to the Wellbeing Lounge with multi-purpose seating arrangements and set-ups with outlet access for charging devices and sit to stand ADA workstations.
- Front Entrance desk and turnstiles.

Progress on FY23 Reported Goals:

Goal 1: Increase student and community participation and engagement within Campus Recreation facilities through targeted outreach efforts.

To engage incoming freshmen, we offered our largest welcome event, Illini Frenzy. We had over 4,000 students attend. We partnered with McKinley Health Center and the Counseling Center in several outreach programs: Well O Ween Health Fair, Tasting Thursday (bring a campus wellbeing partner to table with us every week in the ARC foyer), the Sexual Health Fair, the Campus Health Fair, and the Mental Health Fair, are examples. We gave invited presentations to academic classes in the Carle Illinois College of Medicine, LAS, RST, IHLTH, KCH, ENG, and FSHN as well as for events and for campus partners such as the Basic Needs Symposium.

We engaged the campus community and Illinois families by offering the Active Illini Day Camp for the first time, June thru July and we hosted several campus and external events in our facilities.

Goal 2: Develop (3-5) equity, inclusion, and social justice dialogues among Department of Campus Recreation professional staff. The sessions will be facilitated by leadership staff utilizing case studies, articles, and current events that the staff will select from a list of suggested topics.

We conducted two JEDI dialogue workshops; 1) Inclusive physical activity and 2) Difficult conversations. Workshops were open to all professional staff. We had 11 participants in the first dialogue and 7 participants in the second. A feedback survey was forwarded to all attendees with a total of 11 responses submitted. The questions asked were 1) What did you like most about the dialogue workshop, 2) What would you change about the dialogue workshop, 3) What could we do differently in the dialogue workshop, 4) Based on your experience today, how likely are you to attend a future workshop, 5) How likely are you recommend attending a dialogue workshop to a colleague in the department.

Goal 3: Leverage renovations of current capital resources to maximize usage, programming, and overall recreation experience in Campus Recreation facilities.

See facility projects section for the list of facility renovations to re-imagine and maximize existing spaces and functions. Our facility scheduling team was diligent in their efforts to maximize set-ups, operating hours, bookings, reservations and programming in spaces to ensure our renovations minimized the displacement of open recreation users.

Goals for FY24:

- 1) Establish and maintain effective training, development, and feedback processes to enhance organizational performance and competencies of Campus Recreation student staff



- 2) Ensure equitable access to Campus Recreation programs and services by removing or decreasing financial barriers for participants and fostering a sense of inclusion and belonging
- 3) Promote safe, clean, and accessible spaces within Campus Recreation through the implementation of systems, practices, and collaborative partnerships.

